

# Professional Services

Supporting the sector's growth across MENAT



Together we thrive

# Welcome from Mike Littlewood

HSBC is proud to be supporting the sector's growth across the Middle East, North Africa and Turkey (MENAT) region



At HSBC, we are well placed to support the Professional Services sector, understand the needs of your business and serve you across our full range of

banking services in MENAT. My role is to enable that to happen as effectively as possible and to further support and grow the trusted relationship that already exists between HSBC and the professional communities – with commitments that stand the test of time.

The needs of businesses are well aligned to our Commercial and Global Banking proposition. Additionally, as people are your most valuable business asset, we can support employees, graduates, directors, partners, talent pools and others across all levels with our more personal, people-oriented Retail Banking and Private Banking services.

As a trusted partner, we can also support organisations in the sharing of leadership and business experience to

help drive our businesses forward. This is especially relevant as firms strive to push forward their diversity agendas, embed sustainable practices and embrace digital transformation in business models locally, regionally and internationally.

## Looking to the Middle East

Opportunities exist in abundance across the region, with economic growth in the Middle East expected to be 2.8% in 2020, up from 0.8% in 2019<sup>1</sup>. We are seeing bold visions for the future – diversifying away from oil; embracing renewable energy, e-commerce and digital technology; and infrastructure spend on a scale that is second only to China, to fuel the growth of a new consumer class.

Vision 2021 and Expo 2020 are catalysts for growth in the UAE. Expo 2020 and its legacy is expected to contribute over US\$33bn to the UAE economy and support almost 1 million jobs<sup>2</sup>. Saudi Arabia Vision 2030 is another great example, including the US\$500bn<sup>3</sup> mega-city NEOM which could lead to millions of

<sup>1</sup> [www.imf.org/en/Publications/WEO/Issues/2020/01/20/weo-update-january2020](http://www.imf.org/en/Publications/WEO/Issues/2020/01/20/weo-update-january2020) <sup>2</sup> [www.ey.com/Publication/vwLUAssets/ey-the-economic-impact-of-expo-2020/\\$File/ey-the-economic-impact-of-expo-2020.pdf](http://www.ey.com/Publication/vwLUAssets/ey-the-economic-impact-of-expo-2020/$File/ey-the-economic-impact-of-expo-2020.pdf)

<sup>3</sup> [www.businessinsider.com/neom-what-we-know-saudi-arabia-500bn-mega-city-2019-9](http://www.businessinsider.com/neom-what-we-know-saudi-arabia-500bn-mega-city-2019-9)

new jobs and a technology-driven model of sustainable green growth. The kingdom also enacted capital market reforms with the opening of the Tadawul stock market to foreign qualified investors, and the recent EM index inclusion saw international capital flows total US\$56bn in the first half of 2019<sup>4</sup>.

### Investing in the future

At the end of 2019 the UAE ministry of infrastructure announced plans to implement 36 projects at an estimated value of US\$2.7bn as part of its plan for 2017/2021<sup>5</sup>. The recent announcement of 100% ownership by foreign companies of local companies is a major move and a game changer for all businesses.

Social reform – healthcare and education in particular – feature strongly in the region's transformation programmes, reinforced through commitments in annual federal budgets announced by the countries each year. The UAE Cabinet approved a record US\$16.7bn<sup>6</sup> 2020 federal budget with a focus on education, healthcare and social wellbeing. Saudi Arabia looks to increase spending to a

record US\$272bn, with education and healthcare receiving US\$51.4bn and US\$44.5bn<sup>7</sup> respectively. In other regional markets, healthcare, education and other key sectors are receiving 35% of Qatar's US\$57.8bn<sup>8</sup> 2020 budget, and Oman has dedicated 28% of its US\$34.3bn<sup>9</sup> spend to education, health, social security and welfare, housing and public services.

To summarise, across MENAT there is a strong desire for change, for reform, and for building a sustainable future. We are sitting at the heart of one of the most exciting transformation stories in history. HSBC's heritage and tradition, universal banking model and geographic footprint place us in a very unique position to be able to connect our clients across the economic spectrum – helping them achieve their full potential.

That is our commitment to you.



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<sup>4</sup> [www.prnewswire.com/news-releases/tadawul-completes-msci-emerging-market-index-inclusion-300909170.html](http://www.prnewswire.com/news-releases/tadawul-completes-msci-emerging-market-index-inclusion-300909170.html)

<sup>5</sup> [www.moid.gov.ae/en-us/MediaCenter/pages/newsDetails.aspx?itemId=536](http://www.moid.gov.ae/en-us/MediaCenter/pages/newsDetails.aspx?itemId=536)

<sup>6</sup> [www.mof.gov.ae/en/resourcesAndBudget/federalBudget/Pages/budget2020.aspx](http://www.mof.gov.ae/en/resourcesAndBudget/federalBudget/Pages/budget2020.aspx)

<sup>7</sup> [home.kpmg/content/dam/kpmg/sa/pdf/2019/kingdom-of-saudi-arabia-2020-budget-report-english.pdf](http://home.kpmg/content/dam/kpmg/sa/pdf/2019/kingdom-of-saudi-arabia-2020-budget-report-english.pdf)

<sup>8</sup> [thepeninsulaqatar.com/article/17/12/2019/Qatar-unveils-surplus-2020-annual-budget](http://thepeninsulaqatar.com/article/17/12/2019/Qatar-unveils-surplus-2020-annual-budget)

<sup>9</sup> [assets.kpmg/content/dam/kpmg/om/pdf/oman-budget-2020.pdf](http://assets.kpmg/content/dam/kpmg/om/pdf/oman-budget-2020.pdf)

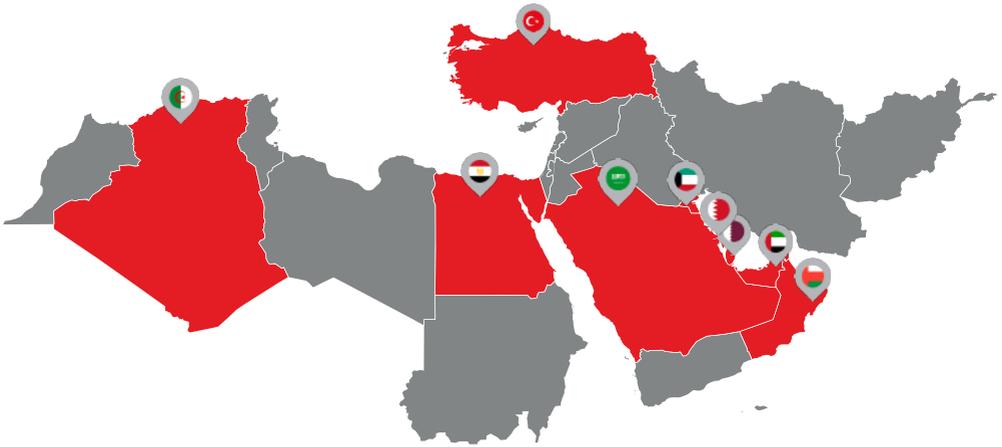
# Contents

HSBC in MENAT	6
Commercial Banking	7
Global Banking	8
Private Banking	10
Retail Banking & Wealth Management	11
Global Trade & Receivables Finance	12
Global Liquidity & Cash Management	13
Global Markets	14
Securities Services	16
Global Research	17
HSBCnet	18
Foreign Currency Payments	19
Awards and Recognition	20



# HSBC in MENAT

HSBC has been in the region for over 120 years and is present in the following markets:



	Branches	Corporate Banking	Cash Management	Markets and Foreign Exchange	Trade Services
 Algeria	3	✓	✓	✓	✓
 Egypt	52	✓	✓	✓	✓
 Saudi Arabia	84	✓	✓	✓	✓
 Kuwait	1	✓	✓	✓	✓
 Bahrain	3	✓	✓	✓	✓
 Qatar	3	✓	✓	✓	✓
 Turkey	85	✓	✓	✓	✓
 Oman	48	✓	✓	✓	✓
 UAE	8	✓	✓	✓	✓

# Commercial Banking

Tailored to your business needs

HSBC Commercial Banking operates in 53 countries and territories, covering the developed and developing markets that matter most to our customers. Through our teams of relationship managers we connect businesses to opportunities, helping them to thrive.

We work with a wide range of customers, from small enterprises to mid-market companies and large multinationals, providing the tools they need to function efficiently. As a cornerstone of the HSBC Group, we have the financial strength to support our customers with working capital, term loans, Partner Finance Capital, and the expertise to help raise money from the stock and bond markets.

Our relationship managers are supported by specialists in four fields:

- ◆ **Global Trade and Receivables Finance** provides services and financing for buyers and suppliers throughout the trade cycle, helping them to use working capital efficiently, manage trade risk and fund their supply chains.
- ◆ **Global Liquidity and Cash Management** gives businesses greater

control over their cash and collections, and helps them to manage their liquidity efficiently. Our e-banking platforms enable customers to make seamless payments between countries and currencies.

- ◆ **Global Banking** provides commercial clients with access to a wide range of capital financing, including debt, equity and advisory services.
- ◆ **Insurance and Investments** offers business and financial protection, trade insurance, employee benefits, corporate wealth management and a variety of other commercial risk insurance products.

## Key facts and figures

US\$316.7bn

adjusted risk weighted assets at the end of 2019<sup>1</sup>

#1

Global Trade Finance Bank in Euromoney Trade Finance Survey 2020

US\$740bn

of trade facilitated annually<sup>2</sup>

<sup>1</sup> HSBC Holdings plc Annual Report and Accounts 2019

<sup>2</sup> HSBC Global Trade and Receivables Finance presentation, March 2019

# Global Banking

Explore the growth potential

HSBC Global Banking offers a comprehensive range of financial products and solutions, including debt and equity capital raising, advisory, corporate lending, leveraged finance, asset and structured finance, real estate, infrastructure and project finance, and export credit.

## Global Banking Product Summary

- ◆ **Mergers and Acquisitions:** HSBC is M&A advisor to many of the world's multinational companies and governments; with our 'one-stop' offering, our clients know that as well as M&A expertise, they will have access to the full suite of financing and risk management products across our global network, as well as in their home country.
- ◆ **Leveraged and Acquisition Finance:** Whether our clients need financing to fund a bolt-on acquisition, or a transformational transaction, we aim to structure both domestic and cross-border deals to suit their specific requirements.
- ◆ **Project Finance and Export Credit:** Capture the right project finance opportunities for your company by leveraging HSBC's global scale, reach and position as a leading global advisor and arranger of limited recourse project financing.
- ◆ **Credit and Lending:** We can provide access to a range of long and short-term loans that meet specific funding requirements. Our lending and credit solutions can also finance capital investments and business growth. HSBC arranges working capital to improve cash flow or manage day-to-day expenses more effectively. Our specialists have a wealth of experience in finding the right lending programmes to suit specific needs.





- ◆ **Debt Capital Markets:** As one of the world's leading bookrunners of international and domestic bond issues, we can provide insight and direct access to many of the most dynamic and innovative capital markets.
- ◆ **Sukuk and Islamic Financing:** We can deliver Shariah-compliant solutions across debt markets in the form of Sukuk and Islamic debt financing. Our award-winning platform leverages our deep sector expertise, industry knowledge and network to give our clients access to wholesale products and a distinct class of investor in the Middle East and Asia.
- ◆ **Equity Capital Markets:** Combining market insight and intelligence with deep corporate finance knowledge, we develop and manage tailored capital raising solutions to suit clients' needs. Whether it's equity financing against a new or existing stake in listed stocks or advice on equity risk management, our specialised Strategic Equity Finance team can originate, structure and manage bespoke solutions.
- ◆ **Asset Finance:** We also support asset-structured and asset-backed financing.

# Private Banking

A natural extension of your HSBC team

HSBC Global Private Banking offers a range of services to high net worth individuals and families in some 42 countries and territories. Across MENAT, as in all regions, we focus on building long-term relationships with our clients to help them grow, manage, and preserve their wealth through our comprehensive product offering and the excellent service we provide.

HSBC Private Banking is unrivalled in the MENAT region in terms of experience and our ability to introduce clients to opportunities on a global level. We have an on-the-ground presence in the UAE, Kuwait, Qatar and Bahrain as well as extensive coverage in Saudi Arabia, Egypt and Oman through our international booking centres. Our regional teams have a thorough knowledge of the local culture and can tap into the worldwide connections of the HSBC Group.

Our range of expertise covers all client needs, both regionally and internationally, in leading private banking centres such as Switzerland, United Kingdom, Singapore, Hong Kong, and Luxembourg.

We also work closely with other parts of the HSBC Group, including Commercial Banking, Retail Banking and Wealth Management, and Global Banking and Markets, to help clients meet their personal and business financial objectives.

- ◆ **Group connectivity:** Our clients benefit from the strength of our wider Group, which offers investment opportunities sourced through HSBC Global Banking and Markets. With a joint venture approach, best described as Private Investment Banking, our clients have access to a full range of investment banking solutions.
- ◆ **Unique opportunities:** We offer clients across the MENAT region the opportunity to capture East-to-East trade. Through our global footprint, we've been able to identify key opportunities throughout the world. Similarly, on the East-to-East axis, with MENAT Private Banking at its heart, we've been able to capitalise on our unique position across those markets to identify and capture business by bringing clients closer together.

# Retail Banking & Wealth Management

A comprehensive range of services

HSBC serves over 40 million customers in over 64 countries and territories in Europe, Asia, North and Latin America, and the Middle East, North Africa and Turkey.

Our global presence, coupled with our local knowledge, help us better serve our customers.

## ◆ Full range of personal financial and wealth management services:

- Current and savings accounts
- Term deposits
- Loans: home, car and personal
- Overdrafts
- Credit cards
- Financial planning services
- Wide range of internationally portable insurance and investment products

## ◆ A wide coverage of retail banking services in the UAE:

- 8 branches
- 4 customer service units
- 111 HSBC ATMs
- 32 HSBC cheque deposit machines



**Thinking internationally?** Let us help you manage your finances in multiple countries with our international connectivity.

### ◆ Ease of International Account opening:

Open your new international account with a single set of supporting documents

### ◆ Premier in one, Premier in all:

Automatic HSBC Premier status in all countries where you bank with HSBC

### ◆ A central location for your money:

You don't have to move your money every time you move

### ◆ Multicurrency Accounts:

In different currencies including Sterling, Euro and US Dollar

# Global Trade & Receivables Finance

Connecting you to international growth opportunities

We know that business success hinges on having access to adequate working capital, whether that's unlocking cash trapped internally or ensuring all your partners have the funds they need to keep the supply chain moving.

HSBC Global Trade and Receivables Finance can provide access to:

- ◆ **Working Capital Optimisation:** To help clients run more efficient businesses with faster access to liquidity and the ability to unlock funds.
- ◆ **International Trade Growth:** To aid expansion into new growth markets and make the most of the existing global supply and sales chains.
- ◆ **Supplier Finance Management:** To help strengthen partnerships with suppliers around the world and improve visibility and control over the global supply chain.
- ◆ **Guarantees & Standby Letters of Credit:** Enabling clients to bid for and enter into projects and managing secure methods of trading.
- ◆ **Import Financing:** Access funds when your business needs it based on your trading cycle.
- ◆ **Export Financing:** Offering attractive terms to your buyers while optimising cash flows.
- ◆ **Receivables Financing:** Increasing your cash flows based on your receivables financing.
- ◆ **Digital access:** Find all of our GTRF products online.

# Global Liquidity & Cash Management

Our network and footprint serve customers worldwide

HSBC can help businesses gain greater control of their treasury functions and efficiently manage their working capital. This is achieved through leading-edge client driven digital treasury transformation. Clients can benefit from our expertise in areas like streamlining payments, receivables, and liquidity management solutions that enable convenient and cost effective ways to move money to counterparties and between different accounts, entities, currencies and geographies.

By delivering transformational treasury solutions, HSBC Global Liquidity and Cash Management delivers a trusted, consultative and collaborative relationship with our corporate clients, offering products and service support for:

- ◆ **Liquidity and Investment Solutions:** To optimise liquidity positions and effective allocation of sources of funding through pooling and intercompany lending structures, as well as competitive returns and flexible options for deployment of surplus funds.
- ◆ **Integrated Payables and Receivables:** A full range of multi-currency services that offer easy, secure and flexible

transaction processing as well as robust reporting integrated with treasury systems. Delivering an enhanced order-to-cash and procure-to-pay experience, both for domestic and international movement of funds.

- ◆ **Global Commercial Cards:** Is the fastest growing payment mechanism and is a highly effective channel to streamline business payments and reduce costs. At the same time, Global Commercial Cards can provide a high level of oversight and security, whilst also providing the benefit of an interest free credit period to improve working capital efficiency.





# Global Markets

Unlocking opportunities between emerging and developed markets

HSBC Global Markets is one of the largest of its kind. We're active in more than 60 countries and territories worldwide. We offer sophisticated 24-hour coverage across our main trading and sales platforms in London, New York, Dubai and Hong Kong and provide a wide range of solution-driven products to our corporate and institutional clients. Our knowledge of local markets, coupled with HSBC's global reach, enables us to provide a comprehensive service across every major asset class.

- ◆ **Rates:** We provide access to global liquidity and streamlined transactions through our Global Rates Group. This includes debt issuance, financing, innovative risk management and investment solutions through a wide range of products.

## What is HSBC Evolve?

HSBC Evolve is a customisable foreign exchange platform that adapts to fast-changing markets.

It's easy to use and lets you make the most of your cross-border operations. It makes executing transactions reliable and intuitive, simplifies cross-border operations, and lets you take advantage of market opportunities.

- ◆ **Credit:** Clients can maximise opportunities to unlock liquidity globally through our Global Credit Group, by leveraging our emerging market presence and our suite of credit services. These include traditional and secondary trading products such as bonds, loans, securitised products, credit derivatives and credit financing solutions.
- ◆ **Foreign Exchange:** As a leading global market maker, our suite of solutions provides liquidity from the purely transactional to the highly customised. Our Global FX Group also offers risk management and tailored solutions such as Transactional FX, Algorithmic Execution, FX indices, Currency Risk Management and FX Prime Services that allow our clients to select and create individual propositions to suit their needs.
- ◆ **Equities:** Our Global Equity Group brings together cash and derivatives trading, sales and distribution, structured equity and equities finance expertise. Clients can take advantage of our global connections, rigorous research and far-reaching network for access to trading and research specialists worldwide.
- ◆ **Emerging Markets:** We can provide access to various opportunities within the Emerging Markets blocs or between emerging and developed markets, using our 360 degree view of global flows. Our specialised teams deliver the trading and financing solutions sought in these markets. In addition, our on-the-ground expertise can support local market operations, whether for trading, structuring, project finance or distribution.

#### Examples of HSBC Global Markets solutions:

- ◆ Fixed income: bonds, loans, derivatives, Exchange Traded Funds (ETFs)
- ◆ Foreign Exchange (FX) including e-trading, and indices
- ◆ Equities: cash equities, derivatives, and prime finance
- ◆ Access to RMB solutions
- ◆ Structured products
- ◆ Money markets
- ◆ Prime services

# Securities Services

## Ensuring security in a global marketplace

Shifting economic powers, tighter and fragmented regulatory regimes and increased counterparty risk along with growing demands for transparency make it challenging to maintain a competitive edge. That's particularly true where the global fund industry is concerned, which is why HSBC's bespoke securities services are designed to help secure your position in the marketplace.

HSBC's end-to-end securities services make it easier for you to navigate today's international financial markets. Working closely with you, we'll tailor a solution unique to your business goals using our fully customisable fund administration, global custody and direct custody and clearing, and corporate trust and loan agency services. When you choose HSBC you'll become part of one of the world's largest and strongest securities services networks with assets of more than US\$7.7trn under custody (as at February 2018). This global network is combined with specialist emerging market expertise, giving you the confidence to go where the growth is and take advantage of new opportunities anywhere in the world.

- ◆ **Direct Custody and Clearing:** Let our award-winning account-operator and third-party clearing solutions help improve your business with critical operational efficiencies.
- ◆ **Fund Services:** Get direct access to one of the largest fund services networks in the world and find the best solutions for your business.
- ◆ **Global Custody:** Use our experience of over 100 years supporting sovereign wealth managers, asset managers, pension funds and insurance companies across 89 markets to work for your business.
- ◆ **Corporate Trust and Loan Agency:** Enhance your business strategy with our proven trust and loan products for tailored solutions in a wide range of specialist areas such as debt capital, escrow, structured finance and more.
- ◆ **Broker Outsourcing:** HSBC Broker Outsourcing offers an end-to-end service proposition for post-trade processing, including middle office, settlements and asset services.
- ◆ **Escrow:** HSBC Issuer Services (ISV) provides Escrow Agency services in support of a variety of transactions. ISV acts as an independent party to hold assets in custody or certain documents in safekeeping and acts under the instructions of the contracting parties to the agreement when handling or releasing these assets or documents.

# Global Research

## Opportunity through insight

HSBC Global Research is an independent research house with a strong focus on Emerging Markets. We have 350 analysts in 24 countries across Asia-Pacific, Europe, the Americas, the Middle East and Africa. We aim to generate the best investment opportunities for our clients by providing information, sharing our insights, and creating thought-provoking ideas.

Our 350 analysts around the world cover 78 markets and 1,900 companies. We provide regular comment and analysis on topics including economics, currencies, fixed income and equities, with a particular focus on emerging markets, as well as environmental, social and governance issues.

- ◆ We have a simple sign-up process to enable you to become an HSBC Global Research client.
- ◆ You will get access to our research through our website and third party aggregators.
- ◆ You will be able to use the HSBC Global Research mobile app.
- ◆ Access is global and multi-product. Our online brochure helps explain how to become a Global Research client, as well as outlining the full range of our product offerings.



# HSBCnet

Our award-winning global internet banking platform

HSBCnet is a suite of powerful, intuitive online tools that help you manage even your most complex banking needs. Get a clear picture of your online banking in one place, where and whenever you need it. It is an accessible gateway to effective corporate financial management on a global scale.

HSBCnet allows the management of payments, receivables, liquidity and the changing value of assets with one secure, global solution, connecting markets and giving real-time information to compete in today's business environment.

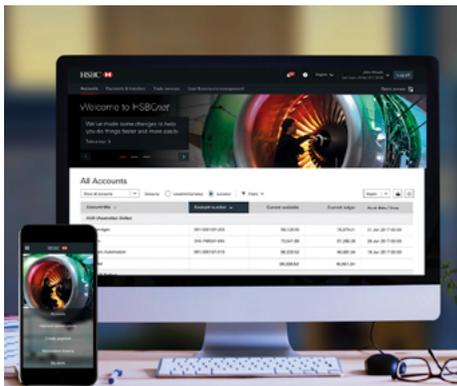
HSBCnet uses multi-level end-to-end security systems to keep your data safe, such as secondary authentication, encrypted sessions, industry standard infrastructure protection and individual user access controls.

## Learn more

Find out how to start managing your business finances on [hsbcnet.com](https://www.hsbcnet.com)

## HSBCnet Mobile\* Banking in the palm of your hand

HSBCnet Mobile is a convenient new way to access a selected set of HSBCnet services using your supported mobile device. This provides direct access to HSBCnet through your smartphone with HSBCnet Mobile.



\* Available in selected countries only

# Foreign Currency Payments

Simplify your international transactions

HSBC's Get Rate tool provides a fast, efficient way to make foreign currency payments based on the most current rate and international banking information.

With Get Rate, clients have easy, online access to real-time currency rates. Integrated into HSBC*net*, the tool provides the precise value of foreign exchange payments and allows clients to initiate payments in over 35 currencies anytime, anywhere.

Find out more at [www.hsbcnet.com](http://www.hsbcnet.com)

## Forex capabilities

58

Market maker in 58 government bond markets around the world (29 in EMEA, 16 in Asia, 13 in the Americas)

90

Provider of regular pricing and liquidity in 90 currency pairs

50

Group member of 50 equity exchanges and multi-lateral trading facilities (MTFs)

# HSBC Awards and Recognition



## Euromoney Market Leader Trade Finance Survey 2020

- ◆ Market Leader for Trade Finance Globally



## Risk Awards 2020

- ◆ FX Prime Broker of the Year



## Trade Finance Awards 2019

- ◆ Best Trade Finance Bank
- ◆ Best Innovator



## FX Week e-FX Awards 2019

- ◆ Best FX Prime Broker Bank of the Year



## TMI Awards for Innovation & Excellence in Treasury Management 2019

- ◆ Global Bank of the Year for Cash Liquidity Management



## Euromoney Best Service Trade Finance Survey 2019

- ◆ Best Trade Finance Bank in Middle East



## Euromoney Awards for Excellence 2019

- ◆ World's Best Bank for Sustainable Finance and Public Sector Clients
- ◆ Middle East's Best Bank for Transaction Services and Sustainable Finance



## Euromoney Cash Management Survey 2019

- ◆ Best Global Cash Manager for Corporates